

What is claimed is:

1. An oral care dentifrice composition comprising:
  - a. from about 1% to about 40%, by weight of the composition, of a retentive agent selected from the group consisting of water soluble hydrophilic gums, water soluble hydrophilic polymers, and mixtures thereof, the retentive agent having the property of hydrating upon exposure to water or saliva resulting in the composition forming an intact hydrated mass to provide a Retention Index of about 1 to about 4; and
  - b. a safe and effective amount of a topical, oral care carrier;wherein the composition is a non-cariogenic, chewable solid unit dosage form; and the composition comprises less than about 65% by weight of water insoluble particulates.
2. The composition of claim 1 wherein the Retention Index is from about 2 to about 4.
3. The composition of claim 1 wherein from about 0.5% to about 20% by weight of the initial composition deposits in some of the tooth surfaces after chewing by the subject.
4. The composition of claim 1 wherein the retentive agent is at a level of from about 7% to about 30%, by weight of the composition.
5. The composition of claim 4 wherein the retentive agent is at a level of from about 11% to about 18%, by weight of the composition.
6. The composition of claim 1 wherein the retentive agent is selected from the group consisting of acacia, karaya gum, guar gum, gelatin, alginic acid and salts thereof, tragacanth, polyethylene glycol, polyethylene oxide, acrylamide polymers, cross linked polyacrylic acid, polyvinyl alcohol, ethylene oxide polymers, polyvinylpyrrolidone, cationic polyacrylamide polymers, carboxymethylcellulose, hydroxyethylcellulose, hydroxypropylcellulose, hydroxy-propylmethylcellulose, xanthan gum, carrageenan, locust bean gum, gum Arabic, tragacanth gum, pullulan, pre-gelatinized and partially pre-gelatinized starch, hydrolyzed starch, maltodextrin and corn syrup solids, hydrogenated maltodextrin, hydrogenated starch hydrosylates, amylose, amylopectin, and mixtures thereof.

7. The composition of claim 6 wherein the retentive agent is selected from the group consisting of hydroxy-propylmethylcellulose, hydroxyethyl cellulose, carboxymethyl cellulose, cross linked polyacrylic acid, and mixtures thereof.
8. The composition of claim 7 wherein the retentive agent is hydroxy-propylmethylcellulose, hydroxyethyl cellulose, carboxymethyl cellulose, and mixtures thereof.
9. The composition of claim 1 wherein the composition additionally comprises a safe and effective amount of an oral care active agent selected from the group consisting of anticalculus agent, fluoride ion source, antimicrobial agents, dentinal desensitizing agents, anesthetic agents, antifungal agents, anti-inflammatory agents, selective H-2 antagonists, anticaries agents, remineralization agents, whitening agents, antierosion agents, vitamins, minerals, and mixtures thereof.
10. The composition of claim 9 wherein the oral care active agent is selected from the group consisting of anticalculus agent, fluoride ion source, antimicrobial agents, anticaries agents, remineralization agents, whitening agents, and mixtures thereof .
11. The composition of claim 10 wherein the oral care active agent is an anticaries agent.
12. The composition of claim 11 wherein the oral care active agent is a fluoride ion source.
13. The composition of claim 12 wherein the level of fluoride ion source is from about 200 ppm to about 300 ppm of fluoride ion.
14. The composition of claim 1 wherein the solid unit dosage form is a compressed tablet.
15. The composition of claim 14 wherein the oral carrier is selected from the group consisting of a flavor, sensate, foaming agent, abrasive, buffer, and mixtures thereof.
16. The composition of claim 15 wherein the carrier is a safe and effective amount of a buffer selected from the group consisting of water soluble buffers, sodium bicarbonate,

sodium carbonate, phosphate buffers, amino acid buffers, alanine, glycine, trisodium phosphate, disodium phosphate, disodium hydrogen phosphate, sodium dihydrogen phosphate, tris(hydroxymethyl) aminomethane, tetrasodium pyrophosphate, disodium pyrophosphate; tetrapotassium pyrophosphate, salts of tripolyphosphates, and mixtures thereof.

17. The composition of claim 1 wherein the composition is a non-effervescent composition.
18. An oral care kit comprising:
  - a. an oral care composition for topical, oral administration in a human or other animal comprising:
    1. from about 1% to about 40%, by weight of the composition, of a retentive agent selected from the group consisting of water soluble hydrophilic gums, water soluble hydrophilic polymers, and mixtures thereof, the retentive agent having the property of hydrating upon exposure to water or saliva; and
    2. a safe and effective amount of a topical, oral care carrier selected from the group consisting of a flavor, sensate, foaming agent, abrasive, buffer, and mixtures thereof;
  - b. instructions for use to chew the composition and thereafter brush the teeth; and
  - c. a container;wherein the composition is a non-cariogenic, chewable solid unit dosage form.
19. The composition of claim 18 wherein the Retention Index is from about 2 to about 4.
20. The composition of claim 18 wherein from about 0.5% to about 20% by weight of the initial composition deposits in some of the tooth surfaces after chewing by the subject.
21. The composition of claim 18 wherein the retentive agent is at a level of from about 7% to about 30%, by weight of the composition.
22. The composition of claim 18 wherein the retentive agent is selected from the group consisting of hydroxy-propylmethylcellulose, hydroxyethyl cellulose, carboxymethyl cellulose, cross linked polyacrylic acid, and mixtures thereof.

23. The composition of claim 22 wherein the retentive agent is hydroxy-propylmethylcellulose, hydroxyethyl cellulose, carboxymethyl cellulose, and mixtures thereof.
24. The composition of claim 18 wherein the composition additionally comprises a safe and effective amount of an oral care active agent selected from the group consisting of anticalculus agent, fluoride ion source, antimicrobial agents, dentinal desensitizing agents, anesthetic agents, antifungal agents, anti-inflammatory agents, selective H-2 antagonists, anticaries agents, remineralization agents, whitening agents, and mixtures thereof.
25. The composition of claim 24 wherein the oral care active agent is a fluoride ion source.
26. The composition of claim 24 wherein the solid unit dosage form is a compressed tablet.
27. The composition of claim 18 wherein the composition is non-effervescent.
28. A method of buffering the oral cavity saliva or environment on or at the tooth surfaces of a subject in need thereof, to a pH from about 7 to about 12, for at least about 2 minutes, by administering topically to the oral cavity, an oral care composition, comprising:
  - a. from about 1% to about 40%, by weight of the composition, of a retentive agent selected from the group consisting of water soluble hydrophilic gums, water soluble hydrophilic polymers, and mixtures thereof, the retentive agent having the property of hydrating upon exposure to water or saliva; and
  - b. a safe and effective amount of a buffer; and
  - c. a safe and effective amount of a topical, oral care carrier;wherein the composition is a non-cariogenic, chewable solid unit dosage form and the composition comprises less than about 65% by weight of water insoluble particulates.
29. The method of claim 28 wherein the pH is from about 7.5 to about 10.
30. The method of claim 28 wherein the level of buffer is from about 2% to about 20% by weight of the composition.

31. The method of claim 28 wherein the composition is non-effervescent.
32. A method of providing sustained delivery of an oral care active, in the oral cavity of a subject in need thereof, for the treatment or prevention of an oral condition alone or for promoting whole body health, by administering topically an oral care composition comprising:
- a. from about 1% to about 40%, by weight of the composition, of a retentive agent selected from the group consisting of water soluble hydrophilic gums, water soluble hydrophilic polymers, and mixtures thereof, the retentive agent having the property of hydrating upon exposure to water or saliva;
  - b. a safe and effective amount of an oral care active; and
  - c. a safe and effective amount of a topical, oral care carrier;
- wherein the composition is a non-cariogenic, chewable solid unit dosage form and the composition comprises less than about 65% by weight of water insoluble particulates.
33. The method of claim 32 wherein the composition is non-effervescent.
34. A method of providing sustained delivery of a flavor, sensate or buffer, in the oral cavity of a subject in need thereof, by administering topically an oral care composition comprising:
- b. from about 1% to about 40%, by weight of the composition, of a retentive agent selected from the group consisting of water soluble hydrophilic gums, water soluble hydrophilic polymers, and mixtures thereof, the retentive agent having the property of hydrating upon exposure to water or saliva;
  - c. a safe and effective amount of an oral care active; and
  - d. a safe and effective amount of a topical, oral care carrier elected from the group consisting of a flavor, sensate, buffer and mixtures thereof;
- wherein the composition is a non-cariogenic, chewable solid unit dosage form and the composition comprises less than about 65% by weight of water insoluble particulates.
35. The method of claim 34 wherein the composition is non-effervescent.